

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

<u>Contract / Revision</u> 498789 /		<u>Alt Order #</u> 06377348
<u>Product</u> JOE HECK FOR CNGRS		
<u>Contract Dates</u> 10/17/12 - 10/23/12	<u>Estimate #</u> 2937	
<u>Advertiser</u> Joe Heck For Congress		<u>Original Date / Revision</u> 10/16/12 / 10/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/17/12	10/19/12	Fox 5 News at 5	5-530p		:30			NM	4	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	---WThF----	:30		<del>\$950.00</del>	NM		
		See MG 1.4,1.5,1.6										
	3	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	---WThF----	:30		<del>\$950.00</del>	NM		
		See MG 1.4,1.5,1.6										
	4	KVVU	10/18/12-10/19/12	Special Early News	Special Early News	----ThF----	:30		\$775.00	NM		
	Ⓜ	MG for 1.1,1.3										
	5	KVVU	10/22/12-10/22/12	Special Early News	Special Early News	M-----	:30		\$1,025.00	NM		
	Ⓜ	MG for 1.1,1.3										
	6	KVVU	10/22/12-10/23/12	Extra	M-F 1:05-1:35am	MTu-----	:30		\$100.00	NM		
	Ⓜ	MG for 1.1,1.3										
N 2	KVVU	10/22/12	10/23/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$950.00			
N 3	KVVU	10/18/12	10/18/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$2,150.00			
N 4	KVVU	10/22/12	10/22/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$2,150.00			
N 5	KVVU	10/21/12	10/21/12	Extra Weekend	Sun 2-3am		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				2	\$75.00			
Totals											10	\$9,200.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	10	\$9,200.00	\$7,820.00
<b>Totals</b>	<b>10</b>	<b>\$9,200.00</b>	<b>\$7,820.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
498789 /	06377348

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/17/12 - 10/23/12	JOE HECK FOR CNGR	2937

<u>Advertiser</u>	<u>Original Date / Revision</u>
Joe Heck For Congress	10/16/12 / 10/16/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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REP HEADLINE# 6377348 TRF# 498789 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT16/12 13.06  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*  
 \*\*CHANGES\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/J HECK /R/CON/NV REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE  
 7669 STAGERS LOOP SALES PRSN PH- TERESA DIFURIA  
 DELAWARE, OH 43015

ORDER # \_\_\_\_\_ CONTRACT # 6377348 CLASS: NATL. LOCAL REGIONAL

PRDCT JOE HECK FOR CNGRS EST#2937 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT17/12 OCT23/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT16/12 13.06

REP: TO ROSE  
 FR NIKKI  
 OK'D M1 AND M2 SEE LINES 6-9  
 TOTAL SAME  
 PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 JOE HECK FOR CONGRESS.. 10 MIN SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 2937

1	S		500P-530P	30		\$950.00	10/17	10/19	1		W-F	1
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PROGRAM : NEWS

6	A		400P-430P	30		\$775.00	10/18	10/19	1		TH-F	1
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PROGRAM : SPECIAL NEWS  
 ORD COM1: SPOTS N/A DUE TO NLCS GAME. SEE MG OFFER.  
 THIS IS A MAKE-GOOD FOR OCT17 ON LINE-1 FOR 2 SPOTS/WK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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7	A		730P-800P	30		\$1,025.00	10/22	10/22	1		MON	1
PROGRAM : SPECIAL NEWS AFTER DEBATE ORD COM1 : SPOTS N/A DUE TO NLCS GAME. SEE MG OFFER. PART OF A MAKEGOOD MADE UP OF LINES 6-8												

8	A		105A-135A	30		\$100.00	10/22	10/23	1		M-TU	1
PROGRAM : EXTRA ORD COM1 : SPOTS N/A DUE TO NLCS GAME. SEE MG OFFER. PART OF A MAKEGOOD MADE UP OF LINES 6-8												

5	S		200A-300A	30		\$75.00	10/20	10/20	1		SAT	1
PROGRAM : EXTRA												

9	A		200A-300A	30		\$75.00	10/21	10/21	1		SUN	1
PROGRAM : EXTRA ORD COM1 : CORRECT DAY. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT20 ON LINE-5 FOR 1 SPOT/WK												

M1	OK'D	BUY#1	MISSED:W-F/500P-530P				OCT17 (2/WK)		30S	\$950.00	(OCT16/12)	
			OFFER:TH-F/400P-430P				OCT18		30S	\$775.00	PLS ADVISE.	
			& MON/730P-800P				OCT22		30S	\$1,025.00		
			& M-TU/105A-135A				OCT22		30S	\$100.00		
CMT:SPOTS N/A DUE TO NLCS GAME. SEE MG OFFER.												

M2	OK'D	BUY#5	MISSED:SAT/200A-300A				OCT20		30S	\$75.00	(OCT16/12)	
			OFFER:SUN/200A-300A				OCT21		30S	\$75.00	PLS ADVISE.	
CMT:CORRECT DAY. PRE-BOOKED PLS APPROVE.												

OCT/12 \$9,200.00 CONTRACT TOTAL \$9,200.00  
 TOTAL SPOTS 10

REP HEADLINE# 6377348 TRF# 498789  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT16/12 13.06  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

MARKET TOTALS \$57,500 KVVU 16% KSNV 38% KLAS 26% KTNV 20% KVMY 0% KVCW 0% CABL 0%  
KTUD 0%

SHARES EST  
SVC- NSI  
DEMOS- RA50+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6377348  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
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OCT16/12 10.53  
\*\*\* KVVU-TV \*\*\*

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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT16/12 10.53

REP: TO ROSE  
FR NIKKI  
NEW JOE HECK FOR CONGRESS ORDER  
TOTAL \$9,200  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
JOE HECK FOR CONGRESS.. 10 MIN SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			500P-530P	30		\$950.00	10/17	10/19	3		W-F	3
PROGRAM : NEWS												
2			500P-530P	30		\$950.00	10/22	10/23	2		M-TU	2
PROGRAM : NEWS												
3			1000P-1100P	30		\$2,150.00	10/18	10/18	1		THU	1
PROGRAM : NEWS												

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 2937

REP HEADLINE# 6377348  
 \*\*\* ORIGINAL REV#0 \*\*\*

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OCT16/12 10.53  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1000P-1100P	30		\$2,150.00	10/22	10/22	1		MON	1
PROGRAM : NEWS												
5			200A-300A	30		\$75.00	10/20	10/20	2		SAT	2
PROGRAM : EXTRA												
OCT/12			\$9,200.00									
CONTRACT TOTAL												\$9,200.00
TOTAL SPOTS												9

*Sum*

MARKET TOTALS \$57,500 KVVU 16% KSNV 38% KLAS 26% KTNV 20% KVMY 0% KVCW 0% CABL 0%  
 SHARES EST KTUD 0%

SVC- NSI  
 DEMOS- RA50+\*